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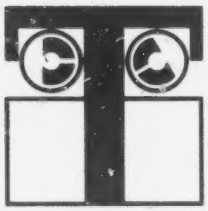

U.S.
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Special
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Tourism's Top Twenty

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TOURISM'S TOP TWENTY

Fast Facts on Travel and Tourism

Business Research Division
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Additional copies may be ordered from:

Business Research Division
Campus Box 420
University of Colorado
Boulder, Colorado 80309

or

U.S. Travel Data Center
1899 L Street, N.W.
Washington, D.C. 20036

ISBN No. 0 - 89478 - 053 - 0

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FOREWORD

For a number of years the Business Research Division, University of Colorado and the U.S. Travel Data Center have received numerous inquiries such as: (1) what are the top ten resorts in the world?, (2) what are the top 20 tourist attractions in the country?, (3) what is the most popular resort in the nation?, and (4) what National Park received the most visits?

Many of the questions received do not have answers because no information is available on the subject, yet others could be answered if available source material were catalogued. This publication attempts to catalog such information and provide listings for the sectors of the tourism industry that we are aware information exists. It is our intention that future issues of the publication build on this first effort; consequently, readers are urged to send their suggestions, comments, additions or correction to the present lists to either the Business Research Division or the Data Center.

Special thanks go to Jack Harrington, Business Research Division, University of Colorado, who compiled the first set of tables and to Jan L. Nichols, U.S. Travel Data Center, who served as project manager for the publication and who expanded the work.

C. R. Goeldner, Director
Business Research Division
University of Colorado

D. C. Frechtling, Director
U.S. Travel Data Center

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INTRODUCTION

Tourism's Top Twenty is a compilation of often-requested facts and figures on travel, tourism and related industries, covering both the U.S. and the world.

The diverse and fragmented nature of the travel industry makes it difficult to locate answers to specific questions. However, a great deal of information exists in a variety of sources, locations and organizations. For this reason, Tourism's Top Twenty has been created. The publication attempts to compile frequently needed information together in a single source for easy access. It provides fast facts on a wide array of tourism-related subjects, including advertising, airlines, attractions, world travel, hotels and resorts, recreation, and travel statistics for cities and states.

This is the first edition of this unique publication. It is intended to be updated periodically with more current information and broader subject areas. Reader comments on this edition and suggested contributions for future issues are encouraged.

For more information on a given subject area, contact the information source listed for each table. The full address of each source can be found in Appendix A of this publication.

Jan L. Nichols of the U.S. Travel Data Center served as project manager for this publication. Tourism's Top Twenty is a joint publication of the Business Research Division, University of Colorado at Boulder, and the U.S. Travel Data Center.

TABLE 1

TOP TWENTY STATES BY ADVERTISING EXPENDITURES IN MEASURED MEDIA, 1978

State	Amount ($000)
New York	$4,984
Georgia	1,166
North Carolina	1,152
Virginia	1,077
Michigan	992
Hawaii	681
Florida	591
Missouri	421
South Carolina	420
Tennessee	412
Alaska	396
South Dakota	358
Texas	308
Wisconsin	308
Arkansas	249
Arizona	245
Alabama	220
Louisiana	207
Colorado	200
Massachusetts	186

Source: Harris, Kerr, Forster & Co.

TABLE 2

TOP TWENTY STATES BY STATE TRAVEL OFFICE BUDGETS, 1979-80

State	Budget ($ millions)
New York	$10.99
Florida	4.79
Pennsylvania	4.76
Michigan	4.48
North Carolina	3.31
Tennessee	3.30
Texas	3.24
Hawaii	3.05
Virginia	2.73
Louisiana	2.45
Arkansas	2.23
Illinois	2.21
Alaska	2.03
Oklahoma	1.95
Alabama	1.89
Utah	1.84
Maryland	1.79

Source: 1979-80 Survey of State Travel Offices, U.S. Travel Data Center.

TABLE 3

TOP TWENTY TRAVEL ADVERTISERS IN MAGAZINES, 1978

Advertiser	Amount ($000)
American Express	$4,858.2
Eastern Airlines	3,406.7
Canada Tourism	2,676.1
Holiday Inns	2,515.1
Bermuda Tourism	2,477.3
United Airlines	2,271.0
National Car Rental	1,814.6
VISA	1,702.5
Ramada Inns	1,668.0
Bahamas Tourism	1,617.0
Western International	1,454.3
Avis	1,421.1
Pan American	1,420.0
American Airlines	1,343.6
Marriott	1,333.3
British Airways	1,301.1
Diners Club	1,231.1
Best Western	1,218.5
Playboy Hotels	1,187.2
Hertz	1,146.7

Source: Newsweek, Inc.

TABLE 4

TOP TWENTY TRAVEL ADVERTISERS IN NEWSPAPERS, 1978[a]

Advertiser	Amount ($000)
Delta Airlines	$15,947.0
United Airlines	13,016.8
Trans World Airlines	11,161.0
Eastern Airlines	11,072.0
American Airlines	10,204.0
Braniff Airlines	6,582.0
National Airlines	4,718.0
Western Airlines	3,769.0
Pan American	3,666.0
Continental Airlines	3,330.0
Holland America	3,294.4
Northwest Airlines	3,134.0
Amtrak	3,026.7
Hertz	2,285.7
British Airways	2,276.0
North Central Airlines	2,264.3
Princess Line	2,208.7
American Express Tours	2,187.0
Greyhound	2,050.6
Cunard	1,792.4

[a]Excludes newspaper supplements. Figures for hotels, motels, and resorts not available.

Source: Newsweek, Inc.

TABLE 5

TOP TWENTY TRAVEL ADVERTISERS IN OUTDOOR ADVERTISING, 1978

Advertiser	Amount ($000)
Eastern Airlines	$1,386.5
Delta Airlines	1,276.4
Holiday Inns	1,180.5
Howard Johnson	703.4
Hilton Hotels	647.8
MGM Grand	546.2
Del Webb	526.8
Sheraton	476.3
National Airlines	469.4
Hughes Airwest	439.0
Harrah's Hotel	417.5
Ramada Inns	416.7
Hughes Hotels	392.3
Continental Airlines	380.9
Allegheny Airlines	345.8
Piedmont Airlines	339.3
Best Western	319.1
Texas Int'l Airlines	318.1
Southern Airways	302.3
Southwest Airlines	289.3

Source: Newsweek, Inc.

TABLE 6

TOP TWENTY TRAVEL ADVERTISERS IN RADIO ADVERTISING, 1978

Advertiser	Amount ($000)
Delta Airlines	$5,613.7
Continental Airlines	4,559.2
United Airlines	3,706.4
Trans World Airlines	3,570.4
American Airlines	3,407.9
Eastern Airlines	2,900.8
Pan American	1,959.0
Northwest Airlines	1,903.2
Braniff Airlines	1,841.8
Western Airlines	1,650.9
National Airlines	1,607.6
Canadian Tourism	1,556.3
Mastercharge	1,006.7
Ozark Airlines	987.6
North Central Airlines	963.9
Hughes Airwest	869.9
British Airways	836.1
Southern Airways	803.7
VISA	767.0
Michigan Tourism	652.4

Source: Newsweek, Inc.

TABLE 7

TOP TWENTY TRAVEL ADVERTISERS IN TELEVISION ADVERTISING, 1978

Advertiser	Amount ($000)
United Airlines	$17,780.0
American Express	14,139.1
American Airlines	9,844.0
Mastercharge	8,563.2
Hertz	8,434.0
Trans World Airlines	7,710.0
Holiday Inns	6,950.0
VISA	6,297.2
Eastern Airlines	6,067.0
Continental Trailways	5,220.0
Avis	4,882.0
Amtrak	3,802.0
New York Tourism	3,788.0
Pan American	3,736.0
Continental Airlines	2,862.2
Greyhound	2,618.0
National Car Rental	2,381.0
Hilton Hotels	2,369.3
Delta Airlines	2,032.0
National Airlines	1,858.0

Source: Newsweek, Inc.

TABLE 8

TOP TWENTY BUS LINES BY ADVERTISING EXPENDITURES, 1978

Advertiser	Amount ($000)
Continental Trailways	$5,879
Greyhound	4,970
Metropolitan Transit Authority	170
Transport of New Jersey	143
Regional Transit Authority	140
RTD Lines	133
Gray Line	127
Metro Bus	113
Milwaukee Co. Transit System	86
Orange Co. Transit Dist.	73
Costa Transit System	63
Connecticut Transit	51
Santa Clara Co. Transit Dist.	51
Short Line	48
Nortran Regional Transit	44
So. Michigan Transit Authority	41
Lextran	39
Blue Bird Coach Lines	38
Masta	33
Long Beach Public	29

Source: Harris, Kerr, Forster & Co.

TABLE 9

TOP TWENTY CAR RENTAL COMPANIES BY ADVERTISING EXPENDITURES, 1978

Advertiser	Amount ($000)
Hertz	$12,008
Avis	7,272
National	5,457
Budget	2,234
Thrifty	425
Greyhound	405
New Castle	272
Sears	226
Econo Car	220
Curry Auto	122
Olins	113
Rent-A-Car	110
Potamkin Chevrolet	85
King Car	84
Reiter	84
Heritage Cadillac	82
Terry Allan Autos, Inc.	76
Lincoln Mercury Dealers	75
Jim Lupient	73
Neptune Dodge	68

Source: Harris, Kerr, Forster & Co.

TABLE 10

TOP TWENTY FOREIGN COUNTRIES BY ADVERTISING EXPENDITURES, 1978

Advertiser	Amount ($000)
Canada	$3,992
Bahamas	3,721
Bermuda	3,348
Mexico	2,942
Jamaica	2,344
Israel	1,422
Great Britain	968
Greece	827
Germany	790
Ireland	781
Spain	635
Aruba	481
Italy	451
European Travel Comm.	413
South Africa	376
Morocco	301
Costa Rica	290
New Zealand	281
Hong Kong	259
Belgium	245

Source: Harris, Kerr, Forster & Co.

TABLE 11

TOP TWENTY MAGAZINES IN TRAVEL ADVERTISING PAGES, 1978

Magazine	Total Passenger Travel	Total Travel Services	Insti-tutional Resort	Hotel Accom-modation	Number of Pages
New Yorker	158.54	55.23	141.26	195.92	550.95
Travel & Leisure	179.79	32.90	132.09	84.09	428.87
Sunset	123.94	37.63	117.97	146.00	425.54
New York Magazine	123.47	25.92	81.61	122.65	353.65
Business Week	146.20	62.45	27.53	114.32	350.50
Travel/Holiday	132.15	45.98	105.11	25.23	308.47
Southern Living	60.51	20.23	91.74	95.36	267.84
Modern Bride	23.41	9.98	45.40	148.61	227.40
Newsweek	84.71	23.07	36.47	59.79	204.04
Time	99.84	21.42	31.72	44.86	197.84
New West	73.26	8.93	33.92	61.00	177.11
Golf Digest	16.00	10.91	32.61	104.94	164.46
Brides	10.92	1.69	25.96	111.91	150.48
Ski	21.65	3.90	82.48	41.38	149.41
Golf	11.46	19.41	29.14	84.35	144.36
Skin Diver	19.73	17.51	57.19	28.29	122.72
Gourmet	40.42	16.27	41.30	22.62	120.61
Tennis	4.74	9.42	15.82	87.34	117.32
U.S. News	61.73	22.89	4.17	18.44	107.23
Signature	34.19	7.73	40.36	21.99	104.27

Source: Newsweek, Inc.

TABLE 12

TOP TWENTY RAILROADS BY ADVERTISING EXPENDITURES, 1978

Advertiser	Amount ($000)
Amtrak	$7,507
Union Pacific	916
Autotrain	595
Burlington Northern	404
Eurailpass	297
Santa Fe	214
Canadian Pacific	156
British Railpass	143
Via Rail Canada	127
Association of American Railroads	95
Chicago & Northwestern	92
Southern	77
Canadian National	45
Semta	42
Germanrail	33
British Rail International	26
Chattanooga Choo-Choo	17
Missouri Pacific	15
Scott & Bearskin Lake	13
California Western	12

Source: Harris, Kerr, Forster & Co.

TABLE 13

TOP TWENTY STEAMSHIP LINES BY ADVERTISING EXPENDITURES, 1978

Advertiser	Amount ($000)
Holland America	$3,688
Boise Cascade (Princess)	3,037
Cunard	2,532
Costa Line	1,971
Sitmar Cruise	1,936
Royal Viking	1,518
Royal Caribbean	1,280
LaCrosse Queen	1,191
Home Lines	1,089
Norwegian Caribbean	1,024
Delta Queen	715
Eastern Steamship Lines	644
Flagship Cruises	554
Carnival Cruise	536
Norwegian American	536
Commodore Cruise	530
Carras	497
Strand Cruises	470
Paquet Cruises	390
Italian	312

Source: Harris, Kerr, Forster & Co.

TABLE 14

TOP TWENTY U.S. DOMESTIC AIRLINES BY ADVERTISING EXPENDITURES, 1978

Advertiser	Amount ($000)
United	$37,354
American	25,114
Eastern	25,045
Delta	24,553
TWA	23,527
National	9,568
Braniff	9,284
Continental	8,644
Western	6,843
Northwest	6,489
Allegheny	4,605
North Central	4,066
Pacific Southwest	2,394
Piedmont	1,904
Ozark	1,697
Southern	1,567
Hughes Airwest	1,417
Frontier	1,293
Air California	906
Texas International	829

Source: Harris, Kerr, Forster & Co.

TABLE 15

TOP TWENTY U.S. AIR TRAVEL MARKETS, 1978
(Monthly Enplanements)

Market	Total
Chicago	1,774,643
Atlanta	1,499,416
New York/Newark	1,480,556
Los Angeles/Burbank/Long Beach	1,435,693
San Francisco/Oakland	891,634
Dallas/Ft. Worth	877,476
Washington, D.C./Baltimore	784,106
Denver	730,251
Miami/Ft. Lauderdale	632,034
Boston	493,987
Houston	455,178
Detroit/Ann Arbor	403,078
St. Louis	392,902
Pittsburgh/Wheeling	386,251
Philadelphia/Camden	335,307
Las Vegas	329,994
Minneapolis/St. Paul	329,333
Seattle/Tacoma	310,130
Cleveland	294,856
San Diego	263,389

Source: Origin & Destination Scheduled Passenger Carrier Survey, Civil Aeronautics Board

TABLE 16

TOP TWENTY U.S. AIR TRAVEL MARKETS, 1978
(Number of Passengers)

Market	Total
New York/Newark-Washington, D.C.	1,872,070
Boston-New York	1,849,680
Chicago-New York	1,830,120
Miami-New York	1,809,120
Ft. Lauderdale-New York	1,695,840
Los Angeles-New York	1,643,890
New York/Newark-San Francisco	1,110,920
Los Angeles-San Francisco	1,106,920
Chicago-Los Angeles	1,053,460
Honolulu-Lihue, Kauai	793,140
Las Vegas-Los Angeles	788,520
Atlanta-New York	769,490
Detroit-New York	743,220
Honolulu-Kahului, Maui	710,090
New York/Newark-Pittsburgh	649,580
Chicago-Minneapolis	638,090
Boston-Washington, D.C.	637,660
Chicago-Detroit	595,460
New York/Newark-Orlando	566,670
Cleveland-New York	560,100

Source: Air Transport Association of America

TABLE 17

TOP TWENTY U.S. AIR TRAVEL MARKETS, 1978
(Passenger Miles)[a]

Market	Total
Los Angeles-New York	4,123,026,250
New York/Newark-San Francisco	2,914,525,530
Miami-New York	1,995,603,400
Chicago-Los Angeles	1,867,234,320
Ft. Lauderdale-New York	1,821,861,580
Honolulu-Los Angeles	1,400,897,490
Chicago-New York	1,350,530,750
Los Angeles-Washington, D.C.	971,860,270
Chicago-San Francisco	899,710,230
Boston-Los Angeles	894,604,130
San Francisco-Washington, D.C.	799,070,710
Honolulu-San Francisco	765,780,150
Boston-San Francisco	728,745,200
Houston-New York	711,948,810
Los Angeles-Philadelphia	709,622,810
Dallas/Ft. Worth-New York	697,685,070
Denver-New York	656,558,420
Los Angeles-Miami	648,653,350
Honolulu-New York	622,932,930
Atlanta-New York	603,626,350

[a]CAB Certificated Scheduled Carriers Only

Source: Air Transport Association of America

TABLE 18

TOP TWENTY U.S. CITIES BY INTERNATIONAL CHARTER DEPARTURES, 1979[a]

City	Total Travelers
New York, NY	574,146
Bangor, ME	109,196
Chicago, IL	96,091
Miami, FL	77,456
Minneapolis, MN	75,106
Los Angeles, CA	70,654
Ft. Lauderdale, FL	69,676
Detroit, MI	68,966
Boston, MA	67,848
Philadelphia, PA	66,110
Anchorage, AK	31,285
Atlanta, GA	24,531
Washington, DC	24,387
Seattle, WA	22,514
Denver, CO	18,362
Newark, NJ	17,156
St. Louis, MO	16,036
Cleveland, OH	14,118
Oakland, CA	13,142
Houston, TX	11,489

[a]U.S. Citizens and aliens

Source: U.S. Department of Transportation, based on data from the U.S. Department of Justice, Immigration and Naturalization Service

TABLE 19

TOP TWENTY U.S. AIRLINES BY ENPLANEMENTS, 1978[a]

Carrier	Total Enplanements (000)
United	40,729
Eastern	37,819
Delta	36,256
American	27,989
Trans World	19,726
Allegheny	12,838
Braniff	11,551
Western	11,129
Continental	9,398
Pan American	8,675
National	6,983
North Central	6,732
Northwest	6,575
Hughes Airwest	6,247
Frontier	5,531
Ozark	4,586
Piedmont	4,580
Southern	4,111
Texas International	3,987
Hawaiian	3,712

[a]CAB Certificated Scheduled Carriers Only

Source: Air Transport Association of America

TABLE 20

TOP TWENTY U.S. AIRLINES BY PASSENGER REVENUES, 1978[a]

Carrier	Amount ($000)
United	$2,984,693
American	2,308,496
Eastern	2,150,577
Trans World	2,063,305
Pan American	1,631,798
Delta	1,030,195
Braniff	845,361
Western	734,005
Continental	674,490
National	587,782
Northwest	557,401
Allegheny	501,695
Hughes Airwest	273,914
Frontier	251,248
North Central	248,596
Ozark	190,085
Piedmont	177,932
Southern	159,034
Texas International	158,185
Hawaiian	77,513

[a]Scheduled service

Source: Air Transport Association of America

TABLE 21

TOP TWENTY U.S. AIRLINES BY REVENUE PASSENGER MILES, 1978[a]

Carrier	Total (000)
United	39,399,228
American	28,987,078
Trans World	26,967,353
Eastern	25,183,415
Delta	23,332,254
Pan American	21,054,983
Western	10,188,474
Braniff	9,604,422
Continental	8,626,206
National	7,892,599
Northwest	7,018,305
Allegheny	4,083,420
Hughes Airwest	2,483,990
Frontier	2,377,931
North Central	1,714,134
Texas International	1,560,554
Ozark	1,488,239
Piedmont	1,434,409
Southern	1,334,987
Alaska	783,079

[a]Scheduled service

Source: Air Transport Association of America

TABLE 22

TOP TEN WORLD AIRLINES BY PASSENGER MILES, 1978

Carrier	Total (millions)
United Airlines	41,436
American Airlines	29,407
TWA	28,206
Eastern	25,183
Pan American	23,611
Delta Air Lines	23,332
British Airways	22,070
Japan Air Lines	15,405
Air France	14,293
Air Canada	11,896

Source: International Air Transport Association

TABLE 23

TOP TEN WORLD AIRLINES BY PASSENGERS, 1978

Carrier	Total (000)
United Airlines	41,676
Eastern Airlines	37,454
Delta Air Lines	36,256
American Airlines	28,187
TWA	20,152
All Nippon	19,400
British Airways	15,730
Iberia	14,000
Allegheny Airlines	12,964
Lufthansa	12,576

Source: International Air Transport Association

TABLE 24

TOP TWENTY U.S. AIRPORTS BY PASSENGERS ENPLANED, 1978

City	State	Location Identifier	1978 Enplaned Passengers[a]
Chicago	IL	ORD	21,841,462
Atlanta	GA	ATL	17,472,549
Los Angeles	CA	LAX	15,298,889
New York	NY	JFK	11,975,793
San Francisco	CA	SFO	11,247,181
Dallas-Fort Worth	TX	DFW	9,446,442
Denver	CO	DEN	9,322,000
New York	NY	LGA	8,386,988
Miami	FL	MIA	7,699,084
Honolulu	HI	HNL	6,739,735
Boston	MA	BOS	6,539,628
Washington	DC	DCA	6,509,464
Detroit	MI	DTW	4,868,309
Houston	TX	IAH	4,645,313
St. Louis	MO	STL	4,619,410
Pittsburgh	PA	PIT	4,550,235
Philadelphia	PA	PHL	4,176,004
Las Vegas	NV	LAS	4,143,567
Seattle	WA	SEA	4,124,197
Newark	NJ	EWR	4,096,401

[a] Includes all enplaned passengers, all types of air carrier service

Source: U.S. Federal Aviation Administration

TABLE 25

TOP TWENTY U.S. PRIVATE ATTRACTIONS, 1979

Attraction	Number of Visits (millions)
Walt Disney World Lake Buena Vista, FL	13.79
Disneyland Anaheim, CA	10.76
Georgia's Stone Mountain Stone Mountain, GA	5.06
Knott's Berry Farm Buena Park, CA	3.80
Universal Studios Tour Universal City, CA	3.48
Great Adventure Jackson, NJ	3.27
San Diego Zoo San Diego, CA	3.04
Marriott's Great America Guerney, IL	2.91
The Dark Continent Tampa, FL	2.89
Sea World of Florida Orlando, FL	2.80
Kings Island Kings Island, OH	2.75
Six Flags Over Georgia Atlanta, GA	2.58
Six Flags Over Texas Arlington, TX	2.58
Sea World of California San Diego, CA	2.45
Marriott's Great America Santa Clara, CA	2.20
Opryland USA Nashville, TN	1.96
The Old Country Williamsburg, VA	1.92
Six Flags Magic Mountain Valencia, CA	1.86
Kings Dominion Doswell, VA	1.83
Astroworld Houston, TX	1.71

Source: National Travel Barometer, U.S. Travel Data Center

TABLE 26

TOP TWENTY STATES BY LICENSED DRIVERS, 1978

State	Total Number (000)
California	15,132
New York	9,186
Ohio	8,714
Texas	8,528
Pennsylvania	7,114
Illinois	6,910
Florida	6,847
Michigan	6,270
New Jersey	4,374
Massachusetts	3,677
Indiana	3,571
North Carolina	3,571
Georgia	3,376
Virginia	3,363
Missouri	3,168
Wisconsin	2,889
Tennessee	2,642
Minnesota	2,625
Maryland	2,565
Washington	2,390

Source: U.S. Federal Highway Administration

TABLE 27

TOP TWENTY STATES BY MILES OF
INTERSTATE HIGHWAY SYSTEM, 1979

State	System Miles
Texas	2,964.27
California	2,206.30
Illinois	1,670.16
Pennsylvania	1,502.54
Ohio	1,481.96
New York	1,251.48
Florida	1,150.57
Georgia	1,117.74
Indiana	1,115.12
Michigan	1,110.20
Arizona	1,104.10
Missouri	1,093.70
Montana	1,069.38
Tennessee	1,009.20
New Mexico	971.17
Virginia	918.22
Colorado	873.88
Wyoming	872.15
Minnesota	859.66
Oklahoma	803.00

Source: U.S. Federal Highway Administration

TABLE 28

TOP TWENTY COUNTRIES BY AUTOMOBILE PRODUCTION, 1978

Country	Passenger Cars Produced
United States	9,176,635
Japan	5,975,968
West Germany	3,890,176[a]
France	3,111,380
Italy	1,508,669
U.S.S.R.	1,312,000
United Kingdom	1,282,987
Canada	1,139,263
Spain	986,116
Brazil	535,442
Australia	355,683
Poland	328,000
Belgium	280,000
Sweden	254,256
Yugoslavia	252,075
East Germany	170,000
Argentina	134,118
Romania	72,000
Netherlands	51,617
India	33,886

[a]Includes 264,675 micro-buses

Source: Motor Vehicle Manufacturers Association of the U.S., Inc.

TABLE 29

TOP TWENTY COUNTRIES BY AUTOMOBILE REGISTRATIONS, 1977

Country	Total Number
United States	113,696,111
West Germany	20,377,174
Japan	19,825,712
France	17,000,000
Italy	16,371,153
United Kingdom	14,372,834
Canada	9,841,000
Brazil	6,794,810
Spain	5,944,942
U.S.S.R.	5,660,000
Australia	5,230.000
Netherlands	3,950,000
Belgium	2,871,332
Sweden	2,857,141
Mexico	2,774,897
Argentina	2,597,392
South Africa	2,230,000
Austria	1,965,000
Switzerland	1,932,824
Yugoslavia	1,923,904

Source: Motor Vehicle Manufacturers Association of the U.S., Inc.

TABLE 30

TOP TWENTY U.S. CITIES BY CONVENTION ACTIVITY, 1979

City (SMSA)	Share (Est. Mkt. %)
Chicago/Oakbrook/Rosemont, Ill.[a]	4.89
New York, N.Y.	3.82
Metropolitan Washington, D.C.[a]	3.56
San Francisco/Oakland, Cal.[a]	3.34
Atlanta, Georgia	2.86
New Orleans, La.	2.81
Dallas, Tex.[a]	2.55
Los Angeles/Anaheim, Cal.[a]	2.54
Houston, Tex.	2.03
Las Vegas, Nev.	1.79
Miami/Miami Beach/Hollywood, Fla.[a]	1.70
Boston, Mass.	1.68
Saint Louis, Mo.	1.67
Kansas City, Kansas/Mo.[a]	1.51
Detroit/Dearborn, Mich.[a]	1.45
San Diego, Cal.	1.43
San Antonio, Tex.	1.29
Denver, Colo.	1.21
Minneapolis/St. Paul/Bloomington, Minn.[a]	1.17
Philadelphia, Pa.	1.05

[a]Cities participating in multiple city trading areas

Source: World Convention Dates, Volume 64, No. 6, Hendrickson Publishing Co., Inc.

TABLE 31

TOP TWENTY U.S. CITIES BY CONVENTION ATTENDANCE, 1979

City (SMSA)	Share (Est. Mkt. %)
Chicago/Oakbrook/Rosemont, Ill.[a]	12.01
New York, N.Y.	10.60
Dallas, Tex.[a]	4.86
Atlanta, Ga.	3.97
Detroit/Dearborn, Mich.[a]	3.44
Las Vegas, Nev.	3.41
Houston, Tex.	3.37
San Francisco/Oakland, Cal.[a]	3.14
New Orleans, La.	2.93
Los Angeles/Anaheim, Cal.[a]	2.92
Denver, Colo.	2.67
Metropolitan Washington, D.C.[a]	2.06
Saint Louis, Mo.	1.90
Kansas City, Kansas/Mo.	1.40
Boston, Mass.	1.20
Atlantic City, N.J.	1.08
Miami/Miami Beach/Hollywood, Fla.[a]	1.07
Philadelphia, Pa.	1.05
Minneapolis/St. Paul/Bloomington, Minn.[a]	0.90
Milwaukee, Wis.	0.88

[a]Cities participating in multiple city trading areas

Source: World Convention Dates, Volume 64, No. 6, Hendrickson Publishing Co., Inc.

TABLE 32

TOP TWENTY U.S. STANDARD METROPOLITAN STATISTICAL AREAS (SMSAs) BY PER CAPITA PERSONAL INCOME GROWTH, 1969-1976

SMSA	1969	1976	Percent Increase
Houston, Tex	$3,760	$7,617	103.0%
Fresno, Cal.	3,279	6,501	98.3
Baton Rouge, La.	3,180	6,228	95.8
Albuquerque, N.M.	3,147	6,062	92.6
Mobile, Ala.	2,702	5,189	92.0
Tulsa, Okla.	3,544	6,775	91.2
Birmingham, Ala.	3,233	6,152	90.3
Charleston, S.C.	2,809	5,280	88.0
Memphis, Tenn.	3,177	5,927	86.6
Knoxville, Tenn.	2,986	5,562	86.3
Wichita, Kan.	3,642	6,766	85.8
Wash., D.C.-Md.-Va.	4,558	8,454	85.5
Harrisburg, Pa.	3,631	6,732	85.4
Columbia, S.C.	3,190	5,907	85.2
Chattanooga, Tenn.	3,199	5,902	84.5
Davenport-Rock Island-Moline, Ia.-Ill.	3,885	7,137	83.7
Salt Lake City-Ogden, Utah	3,178	5,837	83.7
Flint, Mich.	3,839	7,046	83.5
Pittsburgh, Pa.	3,743	6,862	83.3
Northeast Pennsylvania	3,153	5,775	83.2

Source: U.S. Department of Commerce, Bureau of Economic Analysis

TABLE 33

TOP TWENTY U.S. CITIES BY RANK AS TRAVEL DESTINATIONS, 1977

City (SMSA)[a]	Person-trips (millions)
Los Angeles-Long Beach, CA	9.70
Chicago, IL	9.62
New York, NY	9.16
San Diego, CA	7.56
Washington, DC	7.29
Houston, TX	5.42
Atlanta, GA	5.29
Dallas, TX	5.22
San Francisco-Oakland, CA	5.17
Minneapolis-St. Paul, MN	4.83
Philadelphia, PA	4.68
Orlando, FL	4.48
St. Louis, MO	4.38
Las Vegas, NV	4.24
Phoenix, AZ	4.24
Tampa-St. Petersburg, FL	3.99
Detroit, MI	3.81
Sacramento, CA	3.41
Denver, CO	3.40
Pittsburgh, PA	3.32

[a]Standard Metropolitan Statistical Area

Source: 1977 National Travel Survey, U.S. Bureau of the Census

TABLE 34

TOP TWENTY U.S. CITIES BY RANK AS TRAVEL ORIGINS, 1977

City (SMSA)[a]	Person-trips (millions)
Chicago, IL	14.74
New York, NY	14.38
Los Angeles-Long Beach, CA	14.07
San Francisco-Oakland, CA	11.80
Washington, DC	10.05
Detroit, MI	9.29
Philadelphia, PA	7.97
Minneapolis-St. Paul, MN	7.65
Baltimore, MD	7.24
Atlanta, GA	5.65
Dallas, TX	5.63
Boston, MA	5.47
Seattle-Everett, WA	4.99
Kansas City, MO	4.70
St. Louis, MO	4.64
Denver, CO	4.33
San Diego, CA	4.32
Pittsburgh, PA	4.26
Houston, TX	4.22
Milwaukee, WI	3.91

[a]Standard Metropolitan Statistical Area

Source: 1977 National Travel Survey, U.S. Bureau of the Census

TABLE 35

TOP TWENTY U.S. HOTELS BY NUMBER OF ROOMS, 1979

Hotel	Total Rooms
Las Vegas Hilton Las Vegas, NV	2,783
Conrad Hilton Hotel Chicago, IL	2,300
New York Hilton New York, NY	2,131
MGM Grand Hotel Las Vegas, NV	2,100
Palmer House Chicago, IL	2,100
Hyatt Regency Chicago Chicago, IL	2,041
Sheraton Centre N.Y. New York, NY	1,843
San Francisco Hilton Tower San Francisco, CA	1,800
Sheraton Waikiki Honolulu, Oahu, HI	1,800
Hilton Hawaiian Village Honolulu, Oahu, HI	1,761
Los Angeles Bonaventure Los Angeles, CA	1,500
Airport Marina Resort Hotel Dallas, TX	1,450
Detroit Plaza Hotel Detroit, MI	1,404
Disneyland Hotel Anaheim, CA	1,400
Marriott Hotel New Orleans, LA	1,345
Dunes Hotel Las Vegas, NV	1,285
Atlanta Hilton Atlanta, GA	1,250
Caesars Palace Las Vegas, NV	1,238
Marriott Hotel Downtown Chicago, IL	1,215
Diplomat Resort Hollywood, FL	1,200

Source: Meeting News, Gralla Publications, Inc.

TABLE 36

TOP TWENTY WORLD HOTEL/MOTEL CHAINS
BY NUMBER OF PROPERTIES, 1979

Name of Chain	Total Properties
Holiday Inns, Inc., USA	1,741
Trusthouse Forte, UK	801
Ramada Inns, USA	640
Howard Johnson Co., USA	521
Sheraton Corp., USA	400
Quality Inns, Inc., USA	350
Days Inns of America, Inc., USA	308
Motel 6, Inc., USA	283
Balkantourist, Bulgaria	251
Novotel SIEH, France	205
Hilton Corp., USA	205
CEDOK, Czechoslovakia	187
Rodeway Inns International, USA	151
Econo-Travel Motor Hotel, USA	134
Red Carpet/Master Hosts, USA	105
Club Med, France	103
La Quinta Motor Inns, USA	91
Balnea, Czechoslovakia	90
Crest Hotels Europe, UK	85
Imperial 400 Motels, USA	85

Source: Service World International

TABLE 37

TOP TWENTY WORLD HOTEL/MOTEL CHAINS
BY NUMBER OF ROOMS, 1979

Name of Chain	Total Rooms
Holiday Inns, Inc., USA	296,251
The Sheraton Corp., USA	102,000
Ramada Inns, USA	94,035
Trusthouse Forte, UK	70,801
Hilton Corporation, USA	70,000
Howard Johnson Co., USA	59,000
Days Inns of America, Inc., USA	43,000
Quality Inns International, Inc., USA	42,000
Intourist, USSR	32,658
Intercontinental Hotels, USA	29,530
Motel 6, Inc., USA	29,504
Western International, USA	29,431
Club Med, France	29,001
Hilton International Co., USA	28,095
Hyatt Corporation, USA	25,500
Novotel SIEH, France	24,042
Marriott Corporation, USA	20,956
Balkantourist, Bulgaria	20,492
Rodeway Inns International, USA	17,489
Hoteles Agrupados S. A., Spain	13,500

Source: Service World International

TABLE 38

TOP TWENTY WORLD HOTELS/MOTELS
BY NUMBER OF PROPERTIES, 1979

Organization	Type	Total Properties
Federation Nationale, France	Consortium	4,095
Best Western, USA	Consortium	2,560
Holiday Inns, Inc., USA	Chain	1,741
Friendship Inns, USA	Consortium	1,080
Trusthouse Forte, UK	Chain	801
Flag Inns, Australia	Consortium	650
Ramada Inns, USA	Chain	640
Howard Johnson Co., USA	Chain	521
Sheraton, Corp., USA	Chain	400
Quality Inns, Inc., USA	Chain	350
Supranational, Switzerland	Consortium	310
Days Inns of America, USA	Chain	308
Golden Tulip, Netherlands	Consortium	300
Relais et Chateaux, France	Consortium	293
Motel 6, Inc., USA	Chain	283
Balkantourist, Bulgaria	Chain	251
Novotel, France	Chain	205
Hilton Corp., USA	Chain	205
CEDOK, Czechoslovakia	Chain	187
Relais du Silence, France	Consortium	162

Source: Service World International

TABLE 39

TOP TWENTY WORLD HOTELS/MOTELS BY NUMBER OF ROOMS, 1979

Organization	Type	Total Properties
Holiday Inns, USA	Chain	296,251
Best Western, USA	Consortium	217,997
Sheraton Corp., USA	Chain	102,000
Ramada Inns, USA	Chain	94,035
Friendship Inns, USA	Consortium	78,500
Trusthouse Forte, UK	Chain	70,801
Hilton International, USA	Chain	70,000
Federation Nationale, France	Consortium	67,385
Supranational, Switzerland	Consortium	60,703
Howard Johnson, USA	Chain	59,000
Golden Tulip, Netherlands	Consortium	52,000
Flag Inns, Australia	Consortium	50,000
Days Inns, USA	Chain	43,000
Quality Inns, USA	Chain	42,000
SRS Hotels, Germany	Consortium	39,680
HRI, USA	Consortium	35,000
Intourist, USSR	Chain	32,658
Intercontinental, USA	Chain	29,530
Motel 6, USA	Chain	29,504
Western International, USA	Chain	29,431

Source: Service World International

TABLE 40

TOP TWENTY NATIONAL PARK SERVICE AREAS
BY ACREAGE, 1978

Park	Acres (000)
Yellowstone National Park, ID, MT, WY	2,220
Lake Mead National Recreation Area, AZ, NV	1,497
Glen Canyon National Recreation Area, AZ, UT	1,237
Grand Canyon National Park, AZ	1,218
Glacier National Park, MT	1,014
Olympic National Park, WA	909
Yosemite National Park, CA	761
Great Smoky Mountains National Park, NC, TN	517
Sequoia National Park, CA	403
Grand Teton National Park, WY	311
Rocky Mountain National Park, CO	264
Shenandoah National Park, VA	194
Blue Ridge Parkway, GA, NC, VA	82
Natchez Trace Parkway, MS, TN, AL	48
Cape Cod National Seashore, MA	45
Golden Gate National Recreation Area, CA	39
Cape Hatteras National Seashore, NC	30
Gateway National Recreation Area, NY, NJ	26
Indiana Dunes National Lakeshore, IN	13
Colonial National Historical Park, VA	10

Source: U.S. National Park Service

TABLE 41

TOP TWENTY NATIONAL PARK SERVICE AREAS WITH OVERNIGHT STAYS, 1979

Park	Stays
Yosemite National Park	1,509,692
Lake Mead National Recreation Area	1,443,526
Yellowstone National Park	1,274,421
Glen Canyon National Recreation Area	1,236,563
Grand Canyon National Park	742,062
Great Smoky Mountains National Park	546,047
Grand Teton National Park	532,281
Shenandoah National Park	434,787
Olympic National Park	401,447
Rocky Mountain National Park	376,477
Sequoia National Park	371,063
Glacier National Park	345,472
Death Valley National Monument	332,188
Kings Canyon National Park	287,506
Cape Hatteras National Seashore	285,506
Ozark National Scenic River	254,822
Blue Ridge Parkway	254,611
Zion National Park	226,476
Acadia National Park	213,987
Big Bend National Park	199,047

Source: U. S. National Park Service

TABLE 42

TOP TWENTY NATIONAL PARK SERVICE AREAS
BY RECREATIONAL VISITS, 1979

Park	Visits (000)
Blue Ridge Parkway, VA, NC	11,700.2
Golden Gate National Recreation Area, CA	11,321.1
Natchez Trace Parkway, MS, TN, AL	9,475.3
Gateway National Recreation Area, NY, NJ	8,773.1
Great Smoky Mountains, NC, TN	8,019.8
Colonial National Historical Park, VA	7,172.1
Lake Mead National Recreation Area, AZ, NV	6,155.1
George Washington Memorial Parkway, VA, MD	4,678.0
JFK Center for the Performing Arts, DC	4,130.6
Cape Cod National Seashore, MA	3,922.0
Lincoln Memorial, DC	3,352.3
Valley Forge National Historical Park, PA	3,107.4
Gulf Islands National Seashore, FL, MS	2,965.0
C & O Canal National Historical Park, MD, DC, WV	2,832.6
National Capital Parks, DC, MD	2,811.0
Acadia National Park, ME	2,787.4
Rocky Mountain National Park, CO	2,568.5
Grand Teton National Park, WY	2,446.2
Yosemite National Park, CA	2,350.8
Jefferson Memorial, DC	2,328.1

Source: U. S. National Park Service

TABLE 43

TOP TWENTY STATES BY ACRES OF STATE PARKS AND RECREATION AREAS, 1979

State	Acres (000)
Alaska	2,941
California	962
Wisconsin	528
Illinois	310
Pennsylvania	296
Florida	286
New York	253
New Jersey	237
Connecticut	230
Michigan	226
Minnesota	219
Ohio	184
Colorado	174
West Virginia	149
Nevada	147
Tennessee	139
Texas	132
Wyoming	131
Nebraska	124
North Carolina	116

Source: National Association of State Park Directors

TABLE 44

TOP TWENTY STATES BY NUMBER OF STATE PARKS AND RECREATION AREAS, 1979

State	Total Number
Wyoming	502
California	237
Oregon	235
Illinois	211
Washington	162
New York	147
Massachusetts	138
Montana	130
Florida	124
Connecticut	120
Pennsylvania	120
New Jersey	114
Maryland	106
Tennessee	106
Texas	104
Michigan	94
Iowa	90
Rhode Island	88
Nebraska	87
Minnesota	83

Source: National Association of State Park Directors

TABLE 45

TOP TWENTY STATES BY RECREATION VISITS TO NATIONAL PARK SERVICE AREAS, 1979

State	Visits (000)
California	23,678.1
Virginia	23,330.8
District of Columbia	16,933.0
North Carolina	13,291.1
New York	10,445.6
Mississippi	8,809.7
Massachusetts	7,300.7
Pennsylvania	7,026.5
Tennessee	6,737.0
Nevada	6,185.0
Maryland	6,121.8
Washington	5,500.6
Arizona	5,437.2
Florida	5,412.6
Wyoming	5,212.8
Colorado	4,905.7
Texas	4,760.4
Utah	4,550.1
New Jersey	3,783.5
Missouri	3,442.1

Source: U.S. National Park Service

TABLE 46

TOP TWENTY STATES BY VISITORS TO STATE PARKS AND RECREATION AREAS, 1979

State	Visitors (000)
California	56,388
New York	46,890
Ohio	39,551
Washington	38,747
Oregon	35,486
Illinois	33,450
Pennsylvania	32,646
Kentucky	32,061
Michigan	23,656
Hawaii	18,733
Oklahoma	17,951
Tennessee	15,513
Georgia	14,364
Iowa	14,000
Texas	13,401
Florida	12,947
Wisconsin	12,161
South Carolina	11,390
Maryland	9,961
Massachusetts	9,190

Source: National Association of State Park Directors

TABLE 47

TOP TWENTY U.S. OUTDOOR RECREATION ACTIVITIES
1977

Activity	Participants (millions)
Picnicking	123.8
Visiting zoos, parks, fairs	123.6
Pleasure driving	118.3
Other walking, jogging	116.1
Swimming: pool	107.4
Sightseeing	106.5
Going to outdoor sporting events	104.3
Other games or sports	94.8
Fishing	91.0
Bicycling	79.4
Swimming: other than at pool	77.9
Other boating	57.3
Tennis, outdoors	55.7
Camping: developed areas	51.8
Hiking, backpacking	48.1
Riding off-road vehicles	43.6
Camping: undeveloped areas	36.0
Sledding	35.5
Hunting	32.6
Ice skating: outdoor	27.8

Source: U.S. Heritage Conservation and Recreation Service

TABLE 48

TOP TWENTY CITIES BY U.S. PASSPORTS ISSUED, 1979

City (SMSA)	Total
New York	246,940
Los Angeles-Long Beach	178,700
Chicago	135,090
San Francisco-Oakland	93,850
Washington, D.C.	91,210
Boston	78,690
Philadelphia	58,230
Miami	56,900
Detroit	54,500
Houston	49,590
Nassau-Suffolk	47,720
Seattle-Everett	42,870
Newark	39,990
Minneapolis-St. Paul	39,600
Denver-Boulder	36,730
Dallas-Ft. Worth	28,430
San Diego	26,330
San Jose	25,680
Indianapolis	24,860
Garden Grove	22,210

Source: Passport Office, U.S. Department of State

TABLE 49

TOP TWENTY STATES BY U.S. PASSPORTS ISSUED, 1979

State	Total
California	510,540
New York	389,349
Florida	184,170
New Jersey	156,370
Texas	149,180
Illinois	144,730
Pennsylvania	137,930
Massachusetts	119,070
Ohio	109,300
Michigan	98,990
Washington	78,540
Virginia	74,070
Connecticut	72,680
Maryland	68,000
Minnesota	63,440
Wisconsin	50,560
Colorado	47,460
North Carolina	45,590
Georgia	45,160
Indiana	43,720

Source: Passport Office, U.S. Department of State

TABLE 50

TOP U.S. PASSPORT RECIPIENTS BY OCCUPATION, 1979

Occupation	Total
Independent Business or Profession	828,650
Student	605,190
Housewife	529,790
Skilled Technical or Sales Worker	511,250
Retired	179,460
Teacher	103,680
Clerk-Secretary	74,620
Military	48,210
Transportation and Travel	28,650
Civilian Government	21,280
Religious	18,780
Entertainment	14,420
Journalism	12,620
Unskilled Worker	9,990
Sports	1,520
Not Stated	181,889

Source: Passport Office, U.S. Department of State

TABLE 51

TOP TWENTY STATES BY RECREATION VEHICLE PRODUCTION AND CONSUMPTION, 1977

State	In-state Production	Shipments to State
California	112,300	73,304
Indiana	154,328	18,686
Michigan	37,326	30,379
Texas	31,597	34,330
Pennsylvania	24,004	23,919
Ohio	13,139	27,763
Washington	9,490	23,011
Oregon	14,561	17,939
Iowa	16,225	11,586
Illinois	4,475	22,958
New York	5,165	20,502
Kansas	15,992	9,557
Idaho	15,366	7,047
Colorado	6,220	13,454
Minnesota	4,401	13,988
Florida	3,525	13,935
Wisconsin	4,408	12,600
Oklahoma	5,228	11,105
Maryland	7,217	7,528
Georgia	7,186	6,994

Source: Recreation Vehicle Industry Association

TABLE 52

TOP TWENTY PARTICIPATION SPORTS, 1979

Sport	Participants (000)
Swimming	105,441
Bicycling	69,810
Camping	60,300
Fishing	59,275
Bowling	43,330
Boating	37,920
Jogging/Running	35,727
Tennis	32,271
Pool/Billiards	31,937
Softball	28,458
Table Tennis	26,908
Roller Skating	25,359
Basketball	24,048
Hunting	19,711
Ice Skating	18,924
Water Skiing	16,922
Golf	15,897
Snow Skiing	15,397[a]
Baseball	15,039
Football	14,300

[a]Includes downhill and cross-country skiers

Source: A. C. Nielson Sports Participation Survey

TABLE 53

TOP SKI DESTINATIONS,[a] 1978

	% of Total Skiers	
	Alpine	Cross-Country
Leading Regions		
New England	51	65
Western	53	46
Middle Atlantic	35	26
Leading States		
Vermont	24	26
New York	22	20
Colorado	22	17
New Hampshire	14	20
Michigan	11	10
Wisconsin	8	13
Massachusetts	8	12
California	8	9
Leading Countries		
Canada	5	5
Switzerland	2	2
Austria	2	2
Germany/France/Italy	1	1

[a]Includes multiple mentions.

Source: Skiing Magazine/Opinion Research Corporation

TABLE 54

TOP U.S. SPECTATOR SPORTS
BY ATTENDANCE, 1978

Sport	Total (000)
Horseracing	76,000
Baseball, Major League	41,402
Football, College	34,252
Basketball, College	29,104
Greyhound Racing	20,272
Football, Professional	13,395
Basketball, Professional	10,947
Hockey, National League	8,526
Hockey, World Association	2,890

Source: 1979 Statistical Abstract of the United States, U.S. Department of Commerce

TABLE 55

TOP TWENTY STATES BY CONVENTION ACTIVITY, 1979

State	Share (Est. Mkt. %)
California	11.34
Texas	8.12
Florida	6.44
New York	6.34
Illinois	5.90
Missouri	3.94
Washington, D.C.	3.56
Georgia	3.42
Louisiana	3.30
Ohio	2.91
Pennsylvania	2.78
Michigan	2.61
Nevada	2.48
Colorado	2.37
Massachusetts	2.30
Arizona	2.11
Virginia	2.03
Washington	1.97
Wisconsin	1.82
Tennessee	1.55

Source: World Convention Dates, Volume 64, No. 6, Hendrickson Publishing Co., Inc.

TABLE 56

TOP TWENTY STATES BY FISHING
LICENSE REVENUES, 1977

State	Amount ($000)
California	$16,631
Wisconsin	9,068
Michigan	8,845
Pennsylvania	7,201
Minnesota	6,465
Texas	6,232
Missouri	6,220
Oregon	5,664
New York	5,207
Colorado	5,092
Tennessee	4,710
Washington	4,539
Ohio	4,036
Arkansas	3,929
North Carolina	3,373
Montana	3,325
Kentucky	3,206
Oklahoma	3,181
Utah	2,893
Indiana	2,547

Source: U.S. Fish & Wildlife Service

TABLE 57

TOP TWENTY STATES BY FISHING LICENSES ISSUED, 1977

State	Total (000)
California	2,002
Minnesota	1,616
Texas	1,557
Wisconsin	1,476
Michigan	1,193
Pennsylvania	991
Ohio	987
Missouri	916
Illinois	863
New York	831
Florida	806
Oregon	723
Indiana	722
Arkansas	688
Tennessee	687
Colorado	669
Kentucky	635
Georgia	626
Oklahoma	586
Iowa	569

Source: U.S. Fish & Wildlife Service

TABLE 58

TOP TWENTY STATES BY HUNTING
LICENSE REVENUES, 1977

State	Amount ($000)
Pennsylvania	$14,885
Colorado	10,239
Michigan	9,647
New York	7,869
Wisconsin	7,684
Wyoming	7,313
California	6,596
Missouri	5,448
Washington	5,352
Oregon	5,218
Tennessee	5,071
Texas	4,981
Minnesota	4,804
Virginia	4,239
Ohio	3,880
Idaho	3,836
Montana	3,726
North Carolina	3,484
Iowa	3,311
Maine	3,001

Source: U.S. Fish & Wildlife Service

TABLE 59

TOP TWENTY STATES BY HUNTING LICENSES ISSUED, 1977

State	Total (000)
Pennsylvania	1,281
Michigan	922
Texas	845
New York	746
Wisconsin	702
Ohio	595
California	585
Missouri	488
Illinois	486
Tennessee	484
Virginia	444
Indiana	437
North Carolina	378
Iowa	369
Georgia	361
Louisiana	360
Mississippi	339
Arkansas	348
Alabama	337

Source: U.S. Fish & Wildlife Service

TABLE 60

TOP TWENTY STATES BY IN-STATE TRAVEL, 1977

State	Total Person-trips (000)
California	41,703
Texas	25,072
New York	12,967
Michigan	11,645
Florida	9,830
Minnesota	9,574
Wisconsin	9,100
Ohio	8,219
Pennsylvania	7,413
Illinois	7,345
North Carolina	7,000
Washington	6,553
Missouri	5,905
Oklahoma	5,303
Georgia	5,237
Virginia	5,074
Oregon	4,626
Iowa	4,345
Arizona	4,134
Colorado	4,094

Source: 1977 National Travel Survey, U.S. Bureau of the Census

TABLE 61

TOP TWENTY STATES BY NIGHTS SPENT BY TRAVELERS, 1977

State	Total Person-nights (000)
Florida	202,246
California	195,788
Texas	129,671
New York	87,261
Michigan	73,669
Illinois	63,299
Pennsylvania	57,493
North Carolina	55,692
Ohio	54,864
Wisconsin	53,888
Minnesota	50,096
Virginia	48,753
Missouri	45,713
Georgia	45,129
Colorado	41,024
Tennessee	38,746
Washington	35,951
South Carolina	35,043
Oklahoma	34,098
Massachusetts	33,389

Source: 1977 National Travel Survey, U.S. Bureau of the Census

TABLE 62

TOP TWENTY STATES BY OUT-OF-STATE VISITORS, 1977

State	Person-trips (000)
California	64,207
Texas	49,117
New York	48,231
Illinois	43,981
Pennsylvania	42,610
Ohio	40,382
Florida	34,204
Virginia	31,819
Georgia	31,752
North Carolina	30,572
Michigan	30,053
Indiana	29,459
Maryland	26,807
Wisconsin	26,464
New Jersey	26,257
Missouri	26,194
Kentucky	22,119
Minnesota	21,886
South Carolina	21,678
Massachusetts	21,220

Source: 1977 National Travel Survey, U.S. Bureau of the Census

TABLE 63

TOP TWENTY STATES BY POPULATION, 1980

State	Total Population (millions)
California	22.95
New York	17.40
Texas	13.40
Pennsylvania	11.68
Illinois	11.24
Ohio	10.84
Michigan	9.28
Florida	8.85
New Jersey	7.32
Massachusetts	5.77
North Carolina	5.67
Indiana	5.43
Virginia	5.17
Georgia	5.14
Missouri	4.96
Wisconsin	4.71
Tennessee	4.46
Maryland	4.15
Minnesota	4.05
Louisiana	4.04

Source: U.S. Department of Commerce

TABLE 64

TOP TWENTY STATES BY RANK AS TRAVEL DESTINATIONS, 1977

State	Total Person-trips (000)
California	51,583
Texas	35,254
Florida	28,230
New York	27,076
Pennsylvania	20,445
Michigan	19,800
Illinois	19,144
Ohio	18,931
Wisconsin	18,225
North Carolina	14,929
Minnesota	14,866
Missouri	13,597
Virginia	13,534
Georgia	12,521
Tennessee	11,787
Washington	11,067
Oklahoma	10,014
South Carolina	9,834
Indiana	9,746
Colorado	9,464

Source: 1977 National Travel Survey, U.S. Bureau of the Census

TABLE 65

TOP TWENTY STATES BY RANK AS TRAVEL ORIGINS, 1977

State	Total Person-trips (000)
California	64,207
Texas	49,116
New York	48,232
Illinois	43,980
Pennsylvania	42,611
Ohio	40,381
Florida	34,207
Virginia	31,817
Georgia	31,753
North Carolina	30,573
Michigan	30,051
Indiana	29,459
Tennessee	29,024
Maryland	26,807
Wisconsin	26,466
New Jersey	26,256
Missouri	26,192
Kentucky	22,119
Minnesota	21,885
South Carolina	21,678

Source: 1977 National Travel Survey, U.S. Bureau of the Census

TABLE 66

TOP TWENTY STATES BY TRAVEL EXPENDITURES, 1976

State	Total ($ millions)
California	$12,449.6
Florida	9,325.5
New York	6,417.1
Texas	6,076.1
Pennsylvania	4,690.2
Michigan	3,847.6
Illinois	3,768.5
New Jersey	3,184.7
Ohio	3,183.5
Minnesota	2,973.4
Massachusetts	2,658.6
Missouri	2,530.4
Wisconsin	2,434.3
Georgia	2,363.1
North Carolina	2,244.1
Virginia	2,230.0
Colorado	2,229.6
Washington	2,149.0
Tennessee	1,881.9
Arizona	1,876.8

Source: The Impact of Travel on State Economics 1976, U. S. Travel Data Center

TABLE 67

TOP TWENTY STATES BY TRAVEL EXPENDITURES PER PERSON-TRIP, 1977

State	Amount
Hawaii	$645.64
Alaska	518.40
Florida	227.94
Vermont	152.20
Idaho	146.89
California	146.44
New Hampshire	125.44
Nevada	123.27
North Carolina	120.21
District of Columbia	117.30
Texas	116.29
Maine	115.75
Arizona	110.50
Colorado	110.45
Wyoming	108.87
Massachusetts	106.33
Montana	104.83
Louisiana	104.32
North Dakota	101.12
Minnesota	99.69

Source: 1977 National Travel Expenditure Study, U.S. Travel Data Center

TABLE 68

TOP TWENTY STATES BY TRAVEL TO AND THROUGH, 1977

State	Total Person-trips (000)
California	64,207
Texas	49,116
New York	48,232
Illinois	43,981
Pennsylvania	42,611
Ohio	40,382
Florida	34,204
Virginia	31,818
Georgia	31,753
North Carolina	30,572
Michigan	30,052
Indiana	29,459
Tennessee	29,024
Maryland	26,808
Wisconsin	26,465
New Jersey	26,256
Missouri	26,193
Kentucky	22,119
Minnesota	21,885
South Carolina	21,679

Source: 1977 National Travel Survey, U.S. Bureau of the Census

TABLE 69

TOP TWENTY STATES BY TRAVEL-GENERATED EMPLOYMENT, 1976

State	Total Travel-generated Jobs (000)
California	398.2
Florida	334.9
Texas	227.2
New York	196.8
Pennsylvania	180.7
Minnesota	139.5
Michigan	135.9
Illinois	130.0
Ohio	120.3
New Jersey	108.8
Massachusetts	105.6
Missouri	101.9
Wisconsin	99.6
North Carolina	91.2
Colorado	87.9
Virginia	87.8
Washington	80.2
Tennessee	79.3
Louisiana	71.4
Arizona	69.1

Source: The Impact of Travel on State Economies 1976, U.S. Travel Data Center

TABLE 70

TOP TWENTY STATES BY TRAVEL-GENERATED EMPLOYMENT AS A PERCENTAGE OF TOTAL NON-AGRICULTURAL EMPLOYMENT, 1976

State	Percentage
Nevada	16.2 %
Hawaii	14.1
Vermont	14.0
Florida	12.0
Wyoming	10.9
Maine	9.7
New Hampshire	9.5
Minnesota	9.2
Arizona	9.1
Colorado	9.0
Montana	8.9
New Mexico	8.8
South Dakota	8.3
Utah	8.3
Idaho	8.0
North Dakota	7.5
District of Columbia	7.2
Oregon	7.0
Oklahoma	6.6
Arkansas/Delaware	6.5

Source: The Impact of Travel on State Economies—1976, U.S. Travel Data Center

TABLE 71

TOP TWENTY STATES BY TRAVEL-GENERATED PAYROLL, 1976

State	Total (millions)
California	$3,127.7
Florida	2,251.5
New York	1,713.7
Texas	1,347.5
Pennsylvania	1,076.5
Illinois	954.3
Michigan	807.5
New Jersey	740.9
Ohio	711.0
Minnesota	669.1
Massachusetts	663.1
Missouri	583.4
Washington	539.7
Georgia	531.1
Colorado	519.9
Virginia	506.4
Wisconsin	500.2
North Carolina	482.8
Hawaii	429.6
Maryland	417.4

Source: The Impact of Travel on State Economies–1976, U.S. Travel Data Center

TABLE 72

TOP TWENTY STATES BY TRAVEL-GENERATED TAX REVENUES, 1976

State	Total ($ millions)
California	$2,112.8
New York	1,119.0
Florida	1,095.1
Texas	769.2
Pennsylvania	676.5
Illinois	539.1
Michigan	489.2
Ohio	432.2
Massachusetts	420.4
Minnesota	418.4
New Jersey	410.9
Missouri	354.1
Colorado	319.0
Wisconsin	290.0
Washington	285.4
Georgia	276.2
Virginia	273.4
Maryland	270.9
North Carolina	264.1
Louisiana	234.4

Source: The Impact of Travel on State Economies–1976, U.S. Travel Data Center

TABLE 73

TOP TWENTY STATES BY TRAVEL AGENCIES, 1980

State	Total Agencies
California	3,271
New York	2,727
Illinois	1,122
Florida	1,120
New Jersey	974
Pennsylvania	810
Texas	710
Massachusetts	654
Ohio	527
Michigan	519
Connecticut	478
Washington	386
Wisconsin	276
Colorado	269
Minnesota	260
Hawaii	242
Missouri	239
Indiana	216
Maryland	214
Arizona	213

Source: World Travel Directory 1980, Ziff-Davis Publishing Co.

TABLE 74

TOP TWENTY COUNTRIES BY TOURISM RECEIPTS, 1977

Country	Receipts ($ millions)
U.S.A.	$6,164
Italy	4,762
France	4,377
Spain	4,003
Germany FR	3,827
United Kingdom	3,805
Austria	3,322
Switzerland	1,943
Canada	1,616
Netherlands	1,110
Belgium	993
Greece	980
Denmark	940
Mexico	867
Yugoslavia	841
Hong Kong	786
Egypt	658
Puerto Rico	492
Norway	476
Israel	461

Source: World Tourism Organization

TABLE 75

TOP TWENTY INTERNATIONAL DESTINATIONS FOR U.S. CITIZENS, 1979

Country	Number of U.S. Departures
Europe	4,032,290
Caribbean	2,215,374
Middle America[a]	1,849,516
Mexico	1,577,208
United Kingdom	1,436,857
Bahamas	691,339
Far East[b]	582,464
Germany	530,022
South America	458,410
Bermuda	400,388
Italy	365,489
Japan	324,250
France	318,909
Jamaica	275,087
Oceania[c]	236,622
Netherlands Antilles	226,897
Spain	208,889
Netherlands	201,283
Middle East[d]	195,887

[a]Includes Central America and Panama Republic

[b]Includes China/Taiwan, Hong Kong, India, Korea-So., Okinawa, Pakistan, Phillipines, Singapore, Thailand

[c]Includes American Samoa, Australia, Caroline Islands, Fiji Islands, French Polynesia, Marianas Islands, Marshall Islands, New Zealand

[d]Includes Bahrain, Iran, Israel, Jordan, Kuwait, Saudi Arabia, Turkey, United Arab Republic

Source: U.S. Department of Transportation based on data from the U.S. Department of Justice, Immigration and Naturalization Service

TABLE 76

TOP TWENTY INTERNATIONAL DESTINATIONS
BY RECEIPT OF U.S. TRAVELER
EXPENDITURES, 1978

Country	Amount ($ millions)
Mexico	$2,121
Canada	1,407
United Kingdom	771
France	287
Italy	260
Germany	220
Spain	213
Bahamas	198
Japan	155
Israel	144
Greece	140
Bermuda	136
Australia-New Zealand	123
Jamaica	118
Netherlands West Indies	114
Hong Kong	113
Ireland	110
Austria	75
Denmark	70
Netherlands	65

Source: Bureau of Economic Analysis, U.S. Department of Commerce

TABLE 77

TOP TWENTY CITIES OF RESIDENCE FOR
OVERSEAS VISITORS TO THE U.S., 1976

Residence of Visitor	1976 Number of Visitors	Percentage of Total Overseas Arrivals	Percentage of Country Arrivals
Tokyo, Japan	184,737	4.2 %	23.9 %
Caracas, Venezuela	99,253	2.2	65.3
Greater London, United Kingdom	84,903	1.9	15.8
Greater Paris, France	77,577	1.7	35.7
Osaka, Japan	63,368	1.4	8.2
Sao Paulo, Brazil	48,750	1.1	46.2
Rio de Janeiro, Brazil	30,141	0.7	28.6
Chiba, Japan	28,691	0.6	3.7
Rome, Italy	26,196	0.6	19.9
Auckland, New Zealand	25,211	0.6	38.7
Kyoto, Japan	22,705	0.5	2.9
Milan, Italy	19,581	0.4	14.9
Yokohama, Japan	19,403	0.4	2.5
Hamburg, Germany	19,240	0.4	5.3
Sydney, Australia	18,066	0.4	10.7
Berlin, Germany	17,276	0.4	4.7
Fukuoka, Japan	16,513	0.4	2.1
Shizuoka, Japan	15,481	0.3	2.0
Nogoya, Japan	15,274	0.3	2.0
Frankfurt am Main, Germany	10,601	0.2	2.9

Source: 1976 Patterns of Foreign Travel in the U.S., U.S. Travel Service

TABLE 78

TOP TWENTY COUNTRIES BY GROSS NATIONAL PRODUCT, 1978

Country	1978 GNP ($ billions)
United States	$2,106.9
Soviet Union	1,046.6
Japan	727.9
Germany (Federal Rep.)	513.1
France	411.3
China	324.0
United Kingdom	254.2
Italy	210.7
Canada	196.6
Brazil	148.9
Poland	108.3
India	105.1
Australia	96.7
Spain	95.0
Netherlands	88.1
Germany (Democratic Rep.)	81.0
Iran	79.1
Mexico	76.2
Sweden	73.7
Czechoslovakia	70.7

Source: The Conference Board

TABLE 79

TOP TWENTY U.S. PORTS OF ENTRY FOR OVERSEAS FOREIGN VISITOR ARRIVALS, 1977

Port of Entry	Total Number of Arrivals	Share of Total Overseas Arrivals
New York City, New York	1,390,584	30.9 %
Miami, Florida	776,410	17.3
Honolulu, Hawaii	540,814	12.0
Los Angeles, California	361,119	8.0
San Francisco, California	172,220	3.8
Chicago, Illinois	161,088	3.6
Agana, Guam	154,338	3.4
San Juan, Puerto Rico	137,408	3.1
Boston, Massachusetts	93,813	2.1
Seattle, Washington	70,021	1.6
Washington, D.C. (Dulles)	59,081	1.3
Bangor, Maine	46,134	1.0
Detroit, Michigan	39,385	.9
Anchorage, Alaska	38,520	.9
Niagara Falls, New York	36,649	.8
Houston, Texas	31,213	.7
Buffalo, New York	29,161	.6
New Orleans, Louisiana	28,734	.6
Charlotte Amalie, St. Thomas, VI	24,177	.5
Ft. Lauderdale, Florida	20,388	.5
Subtotal of 20 Ports	4,211,257	93.7
Total All Ports	4,496,663	100.0 %

Source: Foreign Visitor Arrivals by Selected Ports, Calendar Year 1977, U.S. Travel Service

TABLE 80

TOP TWENTY OVERSEAS TOURIST GENERATING COUNTRIES FOR THE U.S., 1978

Country	Number of U.S. Arrivals
Japan	886,447
United Kingdom	757,127
Germany	485,784
Venezuela	303,948
France	259,818
Australia	179,496
Italy	153,002
Netherlands	141,021
Bahamas	132,758
Switzerland	122,178
Iran	117,260
Colombia	114,590
Argentina	107,015
Sweden	98,515
Brazil	88,302
New Zealand	83,479
Jamaica	73,354
Dominican Republic	73,052
Israel	68,385
Spain	67,825
Total Top 20	4,313,356
Total Overseas	5,760,923

Source: U.S. Travel Service

TABLE 81

TOP TEN U.S. PORTS OF ENTRY FOR MEXICO FOREIGN VISITOR ARRIVALS, 1977

Port of Entry	Total Number of Arrivals	Share of Mexican Arrivals
San Isideo, California	500,862	24.7
Laredo, Texas	301,351	14.8
Nogales, Arizona	271,601	13.4
Los Angeles, California	97,033	4.8
El Paso, Texas	96,178	4.7
Calexico, California	64,201	3.2
Brownsville, Texas	54,650	2.7
Houston, Texas	52,268	2.6
San Antonio, Texas	34,701	1.7
New York City, New York	27,257	1.3
Subtotal of 10 Ports	1,500,102	73.9
Total All Ports	2,029,745	100.0

Source: Foreign Visitor Arrivals by Selected Ports, Calendar Year 1977, U.S. Travel Service

APPENDIX A

ADDRESSES OF SOURCES

A. C. Nielsen Company
Nielsen Plaza
Northbrook, IL 60062

Air Transport Association of America
1709 New York Avenue, N.W.
Washington, D.C. 20006

Bureau of the Census
U.S. Department of Commerce
Washington, D.C. 20233

Bureau of Economic Analysis
U.S. Department of Commerce
Washington, D.C. 20230

Civil Aeronautics Board
1825 Connecticut Avenue, N.W.
Washington, D.C. 20428

The Conference Board
845 Third Avenue
New York, NY 10022

Federal Aviation Administration
U.S. Department of Transportation
Washington, D.C. 20591

Federal Highway Administration
U.S. Department of Transportation
Washington, D.C. 20590

Gralla Publications, Inc.
1515 Broadway
New York, NY 10036

Harris, Kerr, Forster & Co.
420 Lexington Avenue
New York, NY 10017

Hendrickson Publishing Co., Inc.
79 Washington Street
Hempstead, NY 11550

Immigration and Naturalization Service
U.S. Department of Justice
Washington, D.C. 20530

International Air Transport Association
26, Chemin de Joinville
P.O. Box 160, 1216 Cointrin,
Geneva 15, Switzerland

Motor Vehicle Manufacturers Association
of the U.S., Inc.
300 New Center Building
Detroit, MI 48202

National Association of State Park Directors
Division of Parks & Recreation
83 Park Street
Providence, RI 02903

National Park Service
U.S. Department of the Interior
Washington, D.C. 20240

Newsweek, Inc.
444 Madison Avenue
New York, NY 10022

Passport Office
U.S. Department of State
Washington, D.C. 20520

Recreation Vehicle Industry Association
P.O. Box 204
Chantilly, VA 22021

Service World International
205 East 42nd Street, Suite 1417
New York, NY 10017

Skiing Magazine
One Park Avenue
New York, NY 10016

U.S. Fish & Wildlife Service
Department of the Interior
Washington, D.C. 20240

U.S. Heritage Conservation & Recreation Service
Department of the Interior
Washington, D.C. 20240

U.S. Travel Data Center
1899 L Street, N.W.
Washington, D.C. 20036

U.S. Travel Service
Department of Commerce
Washington, D.C. 20230

World Tourism Organization
Avenida del Generalisimo, 59
Madrid-16, Spain

Ziff-Davis Publishing Co.
One Park Avenue
New York, NY 10016

APPENDIX B

STATE CODES

Alabama	AL
Alaska	AK
Arizona	AZ
Arkansas	AR
California	CA
Colorado	CO
Connecticut	CT
Delaware	DE
District of Columbia	DC
Florida	FL
Georgia	GA
Hawaii	HI
Idaho	ID
Illinois	IL
Indiana	IN
Iowa	IA
Kansas	KS
Kentucky	KY
Louisiana	LA
Maine	ME
Maryland	MD
Massachusetts	MA
Michigan	MI
Minnesota	MN
Mississippi	MS
Missouri	MO
Montana	MT
Nebraska	NE
Nevada	NV
New Hampshire	NH
New Jersey	NJ
New Mexico	NM
New York	NY
North Carolina	NC
North Dakota	ND
Ohio	OH
Oklahoma	OK
Oregon	OR
Pennsylvania	PA
Rhode Island	RI
South Carolina	SC
South Dakota	SD
Tennessee	TN
Texas	TX
Utah	UT
Vermont	VT
Virginia	VA
Washington	WA
West Virginia	WV
Wisconsin	WI
Wyoming	WY